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The ASEAN community-based tourism standards [Recurso electrónico] : looking beyond certification / Marina Novelli, Nia Klatte and Claudia Dolezal

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 278-281

Abstract: This paper reports findings from an opportunity study on the appropriateness of implementing community-based tourism standards (CBTS) certification through the Association of Southeast Asian Nations (ASEAN) criteria, as a way to improve sustainable tourism provision in the region. Framed by critical reflections on community-based tourism (CBT) literature and existing sustainable tourism standards (STS) practices, qualitative research consisting of interviews with six key industry experts provided core insights into a number of CBTS' implementation challenges. Findings indicate the main hindering factors for the implementation of CBTS to be the lack of adequate governance, limited funding and insufficient community capacity. The study concluded that although at the moment the full implementation of CBTS as a certification programme would be premature, ASEAN-CBTS' criteria are a useful benchmarking and strategic planning tool for local communities, which would eventually lead to improved CBT benefits, standards and performance in the region. At the same time, this paper argues that aspects including CBT competitiveness and service delivery need to be tackled first to create fruitful grounding for CBT certification.

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1. ASEAN 2. Benchmarking 3. Certification 4. Community based tourism 5. Standards 6. Sustainable tourism

2

Assessing the impact of EU rural development programs on tourism [Recurso electrónico] / Juan Gabriel Tirado Ballesteros and María Hernández Hernández

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 163-166

Abstract: In many areas, rural development programs represent the main driver of tourism. Evaluation is essential to assess the effectiveness and efficiency of the resources allocated. However, although evaluation is mandatory under the European Commission, the methods proposed to date have paid insufficient attention to the impact of tourism. The aim of this paper is to examine the methodological tools used by the European Union to evaluate rural development programs. We conducted an analysis of European Union working documents concerning evaluation, and also performed a literature search in the main scientific databases. A total of 75 documents were studied and categorized into: (a) studies analyzing methodology, (b) descriptive studies and funding analyses, (c) contributions on the evaluation process, and (d) tourism-related studies. Although several methods have been proposed to improve the European Union's evaluation systems, few studies have assessed the impact of tourism generated by rural development programs.

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1. Rural development 2. LEADER method 3. Evaluation 4. Tourism 5. EAFRD

3**Destination branding by residents [Recurso electrónico] : the role of perceived responsibility in positive and negative word-of-mouth/ Jelmer Hendrik Gerard Jeuring and Tialda Haartsen**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 256-259

Abstract: The importance of residents' communication about their home region as tourist destination is increasingly acknowledged in the place branding process. However, the extent to which residents feel responsible for communicating Destination Images (DIs), and how these attributions affect word-of-mouth (WOM) behavior has remained unclear. This paper addresses this topic by reporting a quantitative study (N = 913) among residents of the Dutch province of Fryslân. The results show that responsibility attributions for communicating positive regional images predict, next to Place Attachment and DI, positive and negative WOM behavior (pWOM and nWOM). Particularly attributing responsibility to citizens themselves is a significant predictor of pWOM and nWOM. Further, findings point to the role of age in variation in responsibility attributions and to previous holiday experience as predictor of nWOM. The implications for citizen engagement in destination branding and regional tourism management are discussed.

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1. Word-of-mouth 2. Responsibility attributions 3. Citizen engagement 4. Residents as brand ambassadors 5. Destination image 6. Place Attachment

4**Instructors' perspectives on risk management within adventure tourism [Recurso electrónico] / Hannah Clinch and Viachaslau Filimonau**

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 236-239

Abstract: Existing research on risk management in adventure tourism has primarily focused on the participant's motivation, perception and experience of taking part in the risky activities. Within this research strand, injuries and fatalities caused by participation in adventure tourism have been consistently examined and policymaking mechanisms discussed to prevent their future occurrence. This study adopts a different perspective as it explores how risk is perceived and managed by instructors. Better understanding of this topic should enhance future risk management strategies in adventure tourism, thus improving safety and well-being of both participants and instructors. The outcome of a qualitative study conducted with adventure tourism operators in Dorset, UK, shows that the increased popularity of the industry has caused companies to take advantage of profit margins. There is evidence that instructors cut corners when managing risks which raises the probability of accidents as a result. The study outlines a number of areas for policy-making intervention required to enhance the quality of risk management practices in adventure tourism. These include the need for policy reinforcement of the safety standards; specialist training opportunities made available to instructors and regular qualification re-assessment exercises.

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1. Adventure tourism 2. Risk management 3. Instructor 4. Managerial perspective 5. Planning

5

A Paradigm for the twenty-first century or metaphorical nonsense? [Recurso electrónico] : the enigma of complexity theory and tourism research / Mark Speakman

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 294-296

Abstract: For over 20 years, chaos and complexity theory has been advocated as a theoretical alternative to traditional methods of studying tourism. Nonetheless, despite its apparent potential, actual applications of the theory by tourism scholars remains low. This is related to the philosophical convictions of a traditionally Anglocentric research community, the theoretical limitations of applying a concept originating from the natural sciences to a social science phenomena—in particular the use of metaphorical concepts to bridge the gap between the sciences—and the practical realities of applying complexity theory based strategies to real-world tourism concerns. The article recognises that the acceptance of chaos and complexity theory is ultimately subject to the individual's exclusive philosophy, thus leading to the emergence of three distinct groups within the tourism academic community—those who embrace the theory, those who steadfastly reject it, and those who await further theoretical and empirical research in order to refine their opinion.

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1. Complexity theory 2. Tourism research methods 3. Metaphorical concepts 4. Tourism crisis 5. Tourism capitals

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Spatiotemporal distribution of visitors' geotagged landscape photos in rural areas [Recurso electrónico] / Sun Hak Bae and Hee Jeong Yun

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 178-180

Abstract: This study uses innovative technology to analyse the spatiotemporal distribution of the visitors' geotagged landscape photos of rural areas in the Web 2.0 era. The study extracts the spatiotemporal data from the landscape photo-sharing website, Google Panoramio, in South Korea and analyses the spatiotemporal density of 126,354 geotagged landscape photos from 2006 to 2012 based on geographic information analysis. This study also verifies that this novel approach to analysing the collections of geotagged landscape photos can be an effective tool for the spatiotemporal distributions of rural landscapes. Further research is needed to develop more detailed methodologies for analysis of the contents and layouts of geotagged landscapes photos.

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1. Geotagged photos 2. Google Panoramio 3. Prosuming landscape 4. Spatial distribution 5. Temporal distribution 6. Geographic information analysis

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Strengthening farmers–hotel supply chain relationships [Recurso electrónico] : a service management approach / Kimberly Thomas-Francois, Michael Von Massow and Marion Joppe

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 214-219

Abstract: The alternative development paradigm promotes tourism intersectoral linkages to achieve a more sustainable form of development. Agriculture and tourism linkages are generally described as a means of distributing tourism benefits to host communities. The supply of local food to hotels is one channel in which these linkages can be facilitated. For decades, research has found farmers–hotel supply chain relationships to be weak resulting in economic leakages due to high food importation to support the tourism sector. A framework within which these linkages can be strengthened is proposed. Instead of the traditional cost-driven transactional management of hotel supply chains, a service-oriented farmers–hotel supply chain is proposed. This approach places a greater value on local food as it becomes part of the visitors' service experience. Strengthened linkages using local food are expected to contribute to solving socioeconomic challenges such as: unemployment among the rural poor, low income of farmers, food insecurity and poverty.

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1. Agriculture and tourism linkages 2. Supply chain relationship 3. Service management 4. Service-dominant logic 5. Alternative development paradigm 6. Caribbean tourism

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Tourism for all [Recurso electrónico] : challenges and issues faced by people with vision impairment / Kim Leng Loi and Weng Hang Kong

Este artículo se encuentra disponible en su edición electrónica. Su acceso electrónico es a través del enlace de 'Acceso al documento'.

References: p. 195-197

Abstract: The healthy development of the tourism industry requires consideration of all stakeholders involved. While much academic attention has been put on major tourist markets and other principal stakeholder groups such as local tourism businesses and general tourists, tourism/hospitality studies on the people with disabilities market are relatively more uncoordinated and fragmented. To comply with the global call for total tourism participation, this paper highlights the needs and issues faced by people with vision impairment, especially during their tourism encounters. The paper first presents an overview of the existing tourism literature and identifies a lack of scholarly attention paid to this need group. In-depth interviews with people with vision impairment and their caretakers were analysed, and the challenges and issues were discussed under the themes of person-centred, societal, and environmental aspects. This study aims to increase the general awareness of the distinctive requirements of people with vision impairment and the difficulties they may face while fulfilling their quest for navigating the outside world through tourism.

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1. Tourism for all 2. People with disabilities (PwD) 3. People with vision impairment 4. Universal design 5. Challenges and issues